

Message Text

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SUBJECT: INVEST IN USA CONFERENCE PARIS

A TWO-DAY SEMINAR ON DIRECT INVESTMENT IN THE U.S. WILL BE HELD IN PARIS AT PORTE MAILLOT ON MAY 13-14 UNDER THE AEGIS OF THE FRENCH PATRONAT (EQUIVALENT OF NAM), THE PARIS CHAMBER OF COMMERCE & INDUSTRY, THE FRENCH FOREIGN TRADE CENTER (CFCE), THE FRENCH CHAMBER OF COMMERCE IN THE U.S., THE AMERICAN CHAMBER OF COMMERCE IN FRANCE AND THE NATIONAL ASSOCIATION OF STATE DEVELOPMENT AGENCIES (NASDA). EMBASSIES PARIS AND BRUSSELS ARE CONTRIBUTING ADMINISTRATIVE AND TECHNICAL SUPPORT. THE SEMINAR, TO BE ENTITLED "COOPERATION INDUSTRIELLE ET COMMERCIALE AVEC LES ETATS-UNIS" WILL PRESENT SOME 20 FRENCH AND AMERICAN SPEAKERS, WHO WILL ADDRESS SUCH TOPICS AS U.S. POLICY TOWARD FOREIGN DIRECT INVESTMENT, THE AMERICAN ECONOMY, LABOR RELATIONS, THE ENERGY QUESTION, THE ROLE OF THE BANKER AND LAWYER, INVESTMENT INCENTIVES OFFERED BY THE VARIOUS STATES, AND INDIVIDUAL EXPERIENCES OF

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FRENCH FIRMS WHICH HAVE ALREADY ESTABLISHED PLANTS IN

THE U.S. AMONG THE U.S. SPEAKERS WILL BE GEORGE GOLS, VICE-PRESIDENT OF ARTHUR D. LITTLE, PATRICK GRAFTON, VICE-PRESIDENT OF BOOZ-ALLEN & HAMILTON, MARK FEINBERG AND JAMES HARWELL OF NASDA, AND POSSIBLY HARRY EKBLOM, PRESIDENT OF THE EUROPEAN AMERICAN BANKING CORPORATION. APPROXIMATELY 12,000 INVITATIONS TO THE SEMINAR WILL BE MAILED OUT AND AN AD WILL BE PLACED IN A MAJOR BUSINESS PUBLICATION. THE ORGANIZERS HOPE TO ATTRACT ABOUT 200 BUSINESSMEN, WHO WILL PAY 400 FRENCH FRANCS (AROUND \$100) TO PARTICIPATE. A SPECIAL EFFORT IS BEING MADE TO ATTRACT SMALL AND MIDDLE-SIZE FIRMS WHO DO SUBSTANTIAL EXPORTING TO THE U.S. AND WHO MIGHT CONSIDER BUILDING PLANTS THERE AS AN ALTERNATIVE. ADDITIONALLY, NASDA WILL BE SENDING A DELEGATION OF 70 PERSONS, REPRESENTING 30 TO 35 STATES. THE STATE REPRESENTATIVES WILL ATTEND THE SEMINAR AND ALL SOCIAL FUNCTIONS (TWO LUNCHEONS AND A COCKTAIL, THE LATER TO BE GIVEN BY THE PARIS CHAMBER AND TO BE ATTENDED BY AMBASSADOR RUSH) AND WILL HAVE TABLES SET UP OUTSIDE THE CONFERENCE ROOM FOR DISTRIBUTION OF DOCUMENTS DURING BREAKS. A SMALL SUPPLY OF BROCHURES WILL BE SENT TO ALL INFO ADDRESSEES THE SECOND WEEK OF APRIL. DIRECT MAILINGS WILL BE MADE FROM PARIS TO THOSE COMPANIES WHOSE NAMES HAVE BEEN PROVIDED BY THE ADDRESSEE POSTS.

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